

# **A METHOD TO HIERARCHICAL POOLING OF OPINIONS FROM MULTIPLE SOURCES**

## **ABSTRACT**

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Disclosed is a system, method, and program storage device of aggregating opinions comprising consolidating a plurality of expressed opinions on various dimensions of topics as discrete probability distributions, generating an aggregate opinion as a single point probability distribution by minimizing a sum of weighted divergences between a plurality of  
10 the discrete probability distributions, and presenting the aggregate opinion as a Bayesian network, wherein the divergences comprise Kullback-Liebler distance divergences, and wherein the expressed opinions are generated by experts and comprise opinions on sentiments of products and services. Moreover, the aggregate opinion predicts success of the products and services. Furthermore, the experts are arranged in a hierarchy of knowledge,  
15 wherein the knowledge comprises the various dimensions of topics for which opinions may be expressed upon.